



14 Things the E³ Exhibiting Effectiveness Evaluation Team Thought Stood Out From the Crowd on the Show Floor

By Jefferson Davis, President, Competitive Edge

As a value-added exhibitor service, AAO provided E³ Exhibiting Effectiveness Evaluations at the Joint Meeting. As a special bonus, the evaluation team thought it would be beneficial and educational to spotlight exhibits that displayed an extra dose of thoughtfulness, creativity and effectiveness.

Please understand these are not in any ranking order, and by no stretch are they the only ones. Just the ones that jumped out on us as we did our final walkthrough on the show floor. Enjoy!

1. Genentech's can't miss eyeball theatre.



3. DORC's colorful simulated OR lighting above the product display.



2. WaveTec's Hot Seat interactive Q&A concept and great signage.



4. Avedro's elegantly designed product demo station.



5. Glaukos cool and comfortable mini theatre area with elegantly displayed flat panel.



8. Quantel Medical's backlit color coded signs to emphasize two primary products.



6. LENS AR's stunning oversize video wall and well lit product information station.



9. Vision Associates' effective use of color, lighting, and shapes to create a visually stunning in-line exhibit.



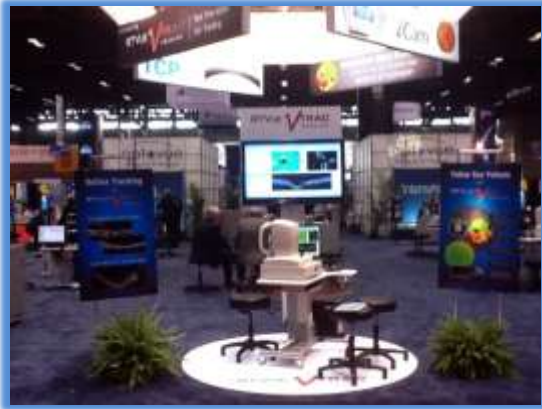
7. Allscripts' creative viewfinder giveaway that included 3D product presentation images.



10. Heidelberg Engineering's high-concept exhibit with multiple eye-shaped video panels.



11. Optovue's excellent execution of a new product introduction with high-level signage and dramatic interactive product demo station.



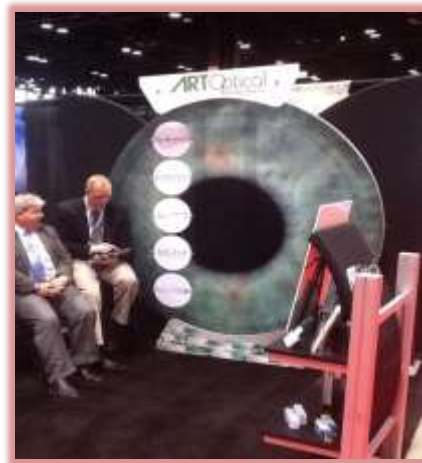
12. MST's five panel moving video wall visually grabbing attention and communicating product information.



13. Modernizing Medicine's well placed, engaging call out copy.



14. ART Optical's creative use of materials for a large eye with product message copy bubbles.



We hope these examples inspire you and give you ideas to make your exhibit stand out. Hopefully, we can include your exhibit in next year's report.